

ZOURL

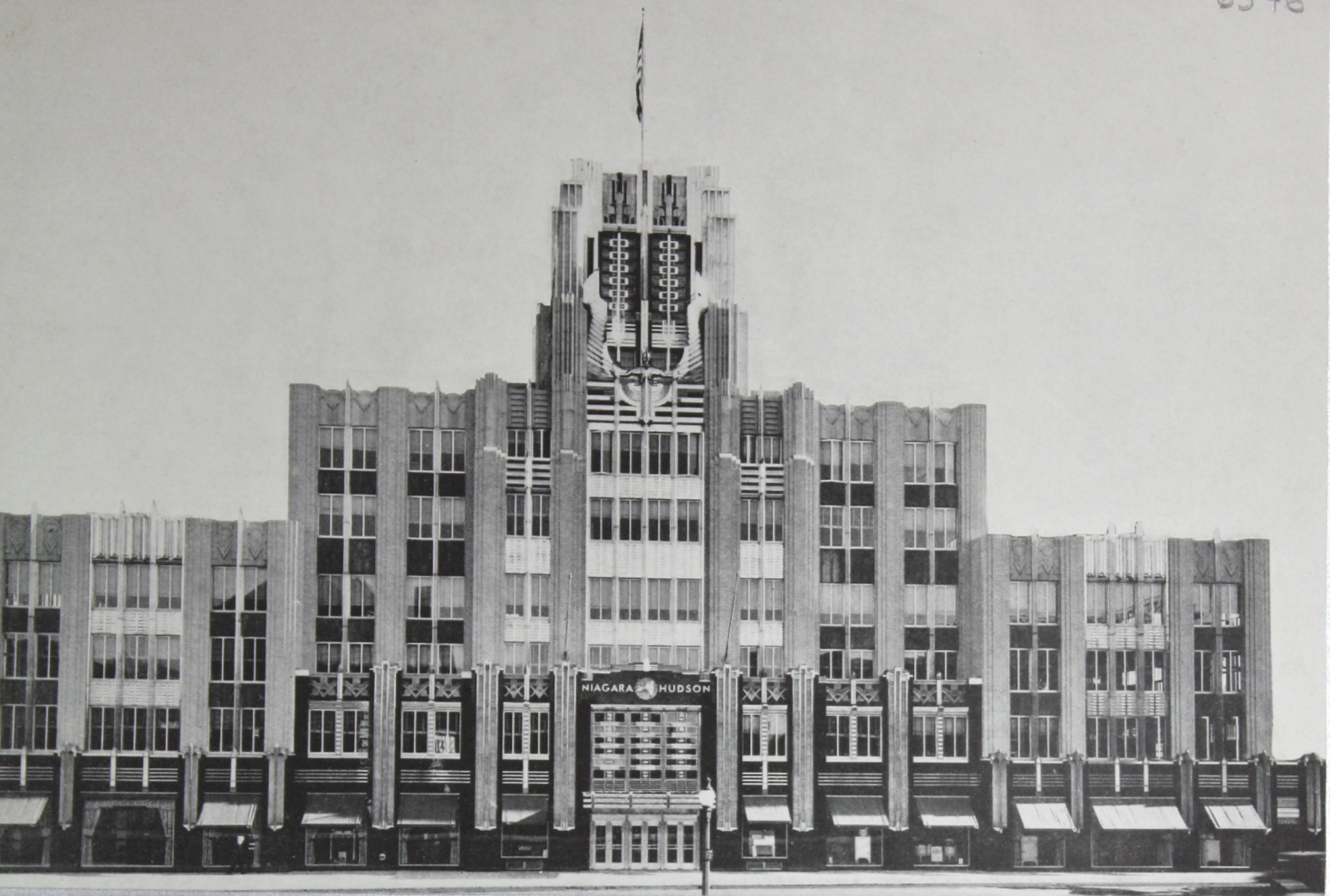
presents



*Lewis May & Co
52 Green St Jersey City
Tell Montgomery 5-1453
5-1454*

MODERN STORE FRONT





ZOURI MODERN STORE FRONTS

As the salesman bespeaks the character of his company and its products, so the merchant's *silent salesman*, the store front, reveals the character of his store and merchandise.

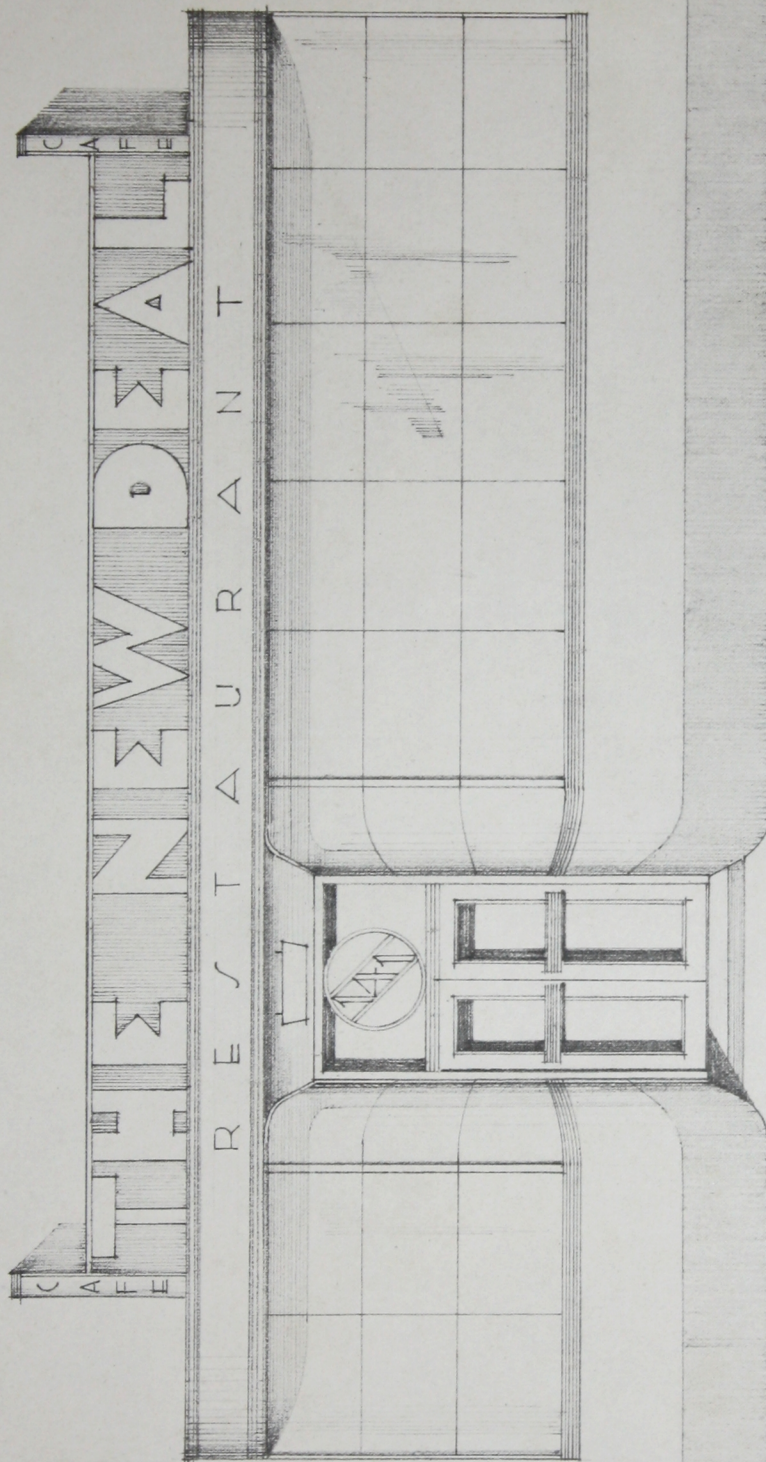
The photographs of recent Zouri installations presented herein cannot adequately express the charm, the attractiveness—nor the true character of the originals, but they do portray the depth of thought of the architects in creating harmony of design and in the selection of ultra modern materials. The pencil renderings designed by one of our foremost architects show what may be obtained by collaboration with your architect.

THE ZOURI COMPANY
CHICAGO, ILLINOIS

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CCA



This practical design for a modern cafe incorporates a sign canopy, which embodies lighting fixture and awning box. Show window plates may be divided by metal bars or mitre cut to design. Narrow styled metal doors and transom add to the cool appearance.

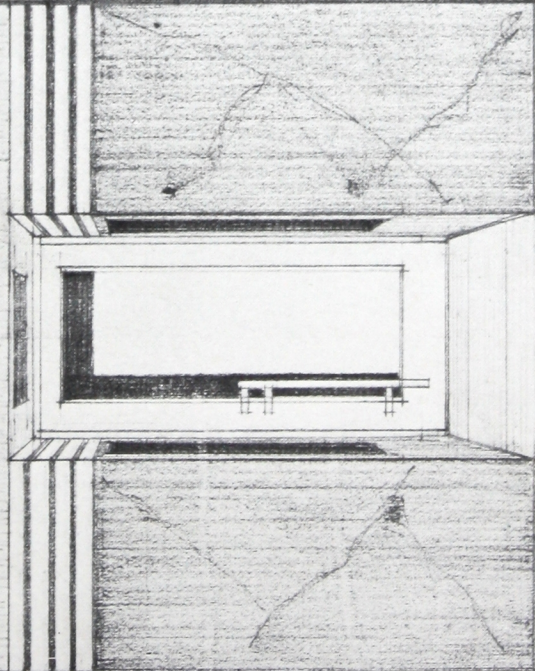
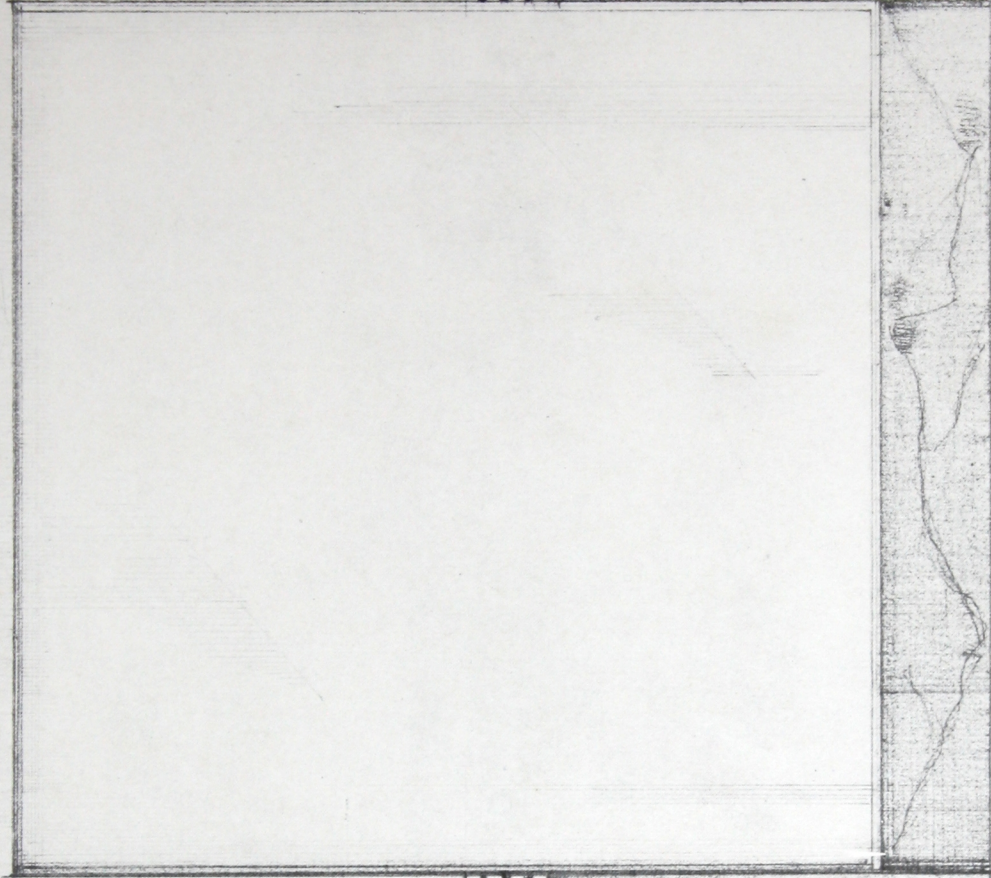
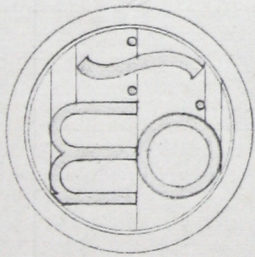
Plate No. 2

ZOURLI
STORE FRONTS

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ZOURI

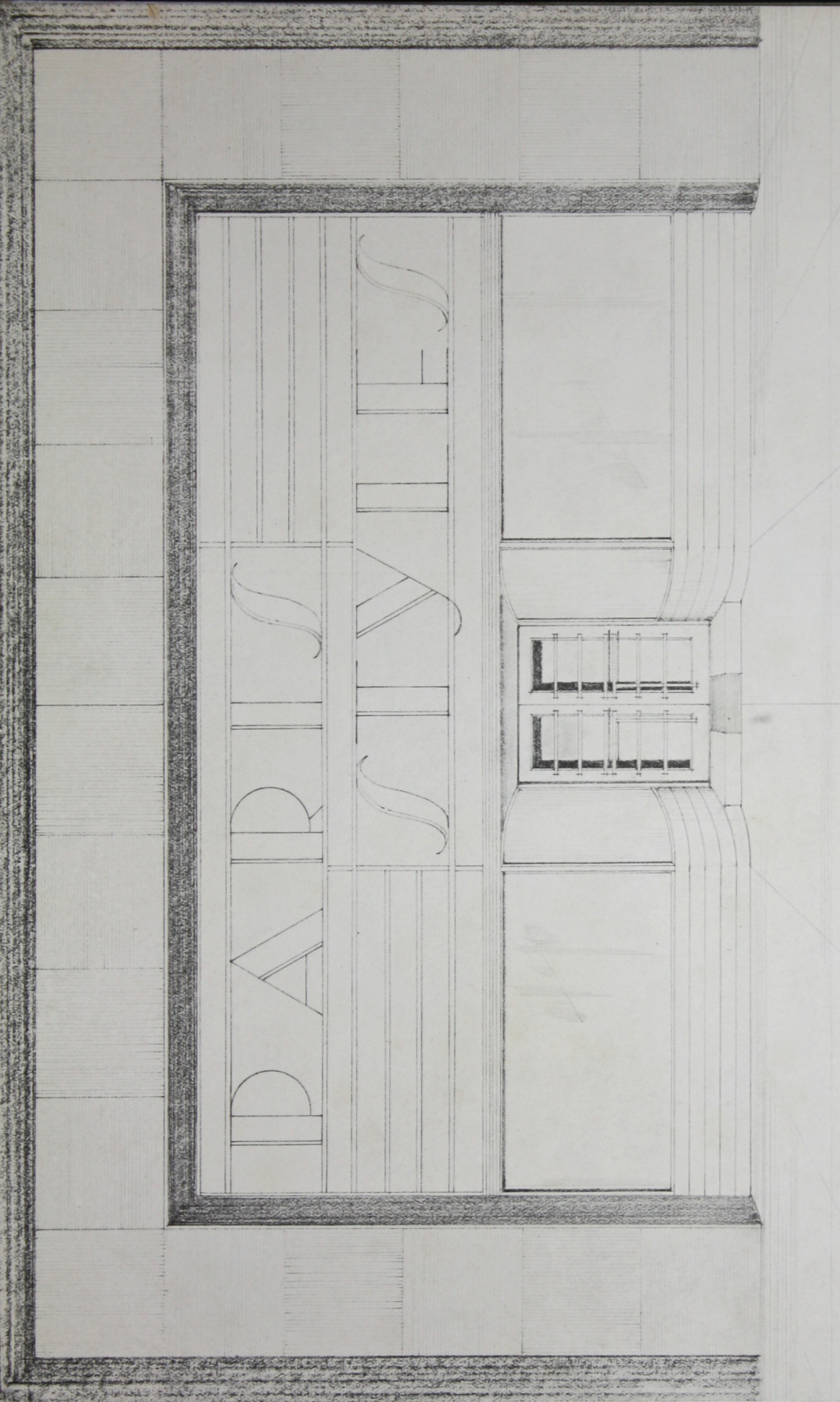
STORE FRONTS

Ultra-modern—though simple in design. Metal may be bronze or white metal, depending on color selection of glass or marble field. Insignia could be cast or sawed out metal. Suitable for women's apparel, hat, lingerie or accessory shop.

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ZOURLI

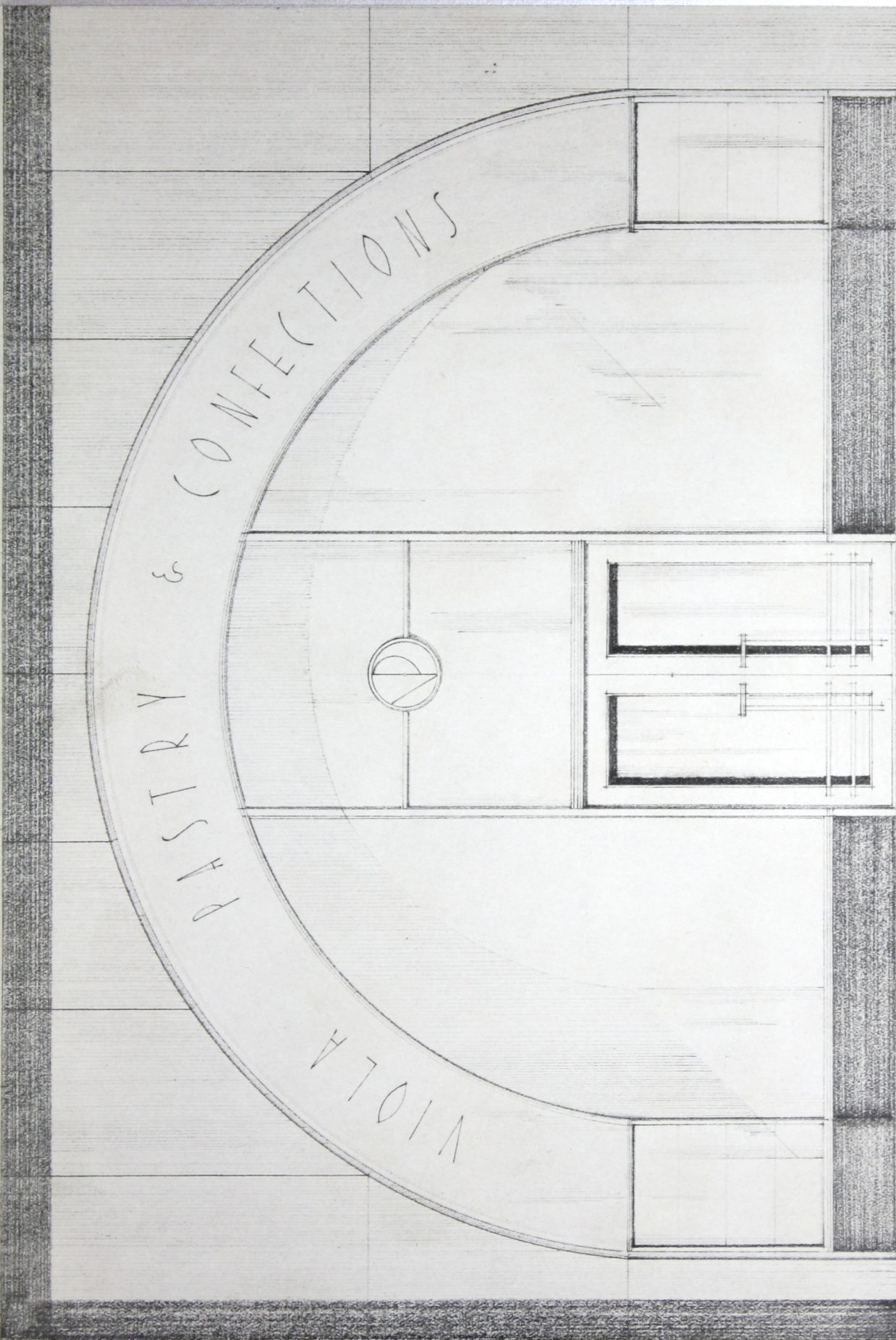
STORE FRONTS

This modern layout offers unusual advertising display—suggests use of white metal over background of dark structural glass. Easily adaptable for ready-to-wear, men's clothes or furnishings by slight changes in sill and plate glass heights to proper proportions.

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Design of formal character with simplicity the keynote. Small show windows at sides present unusual opportunity for special displays. Permits use of inside vestibule with two sets of doors, a single set of doors at front line or at back of open vestibule having ninety degree returns.

ZOU
STORE FRONTS

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Reader

ZOURI
STORE FRONTS

A modern shop with large show window space suitable to unit display of merchandise. Alumilited aluminum or stainless steel sign and strips offer contrast with black structural glass and are recommended because these materials require a minimum of service to maintain their original beauty.

Plate No. 6

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ZOURI

STORE FRONTS

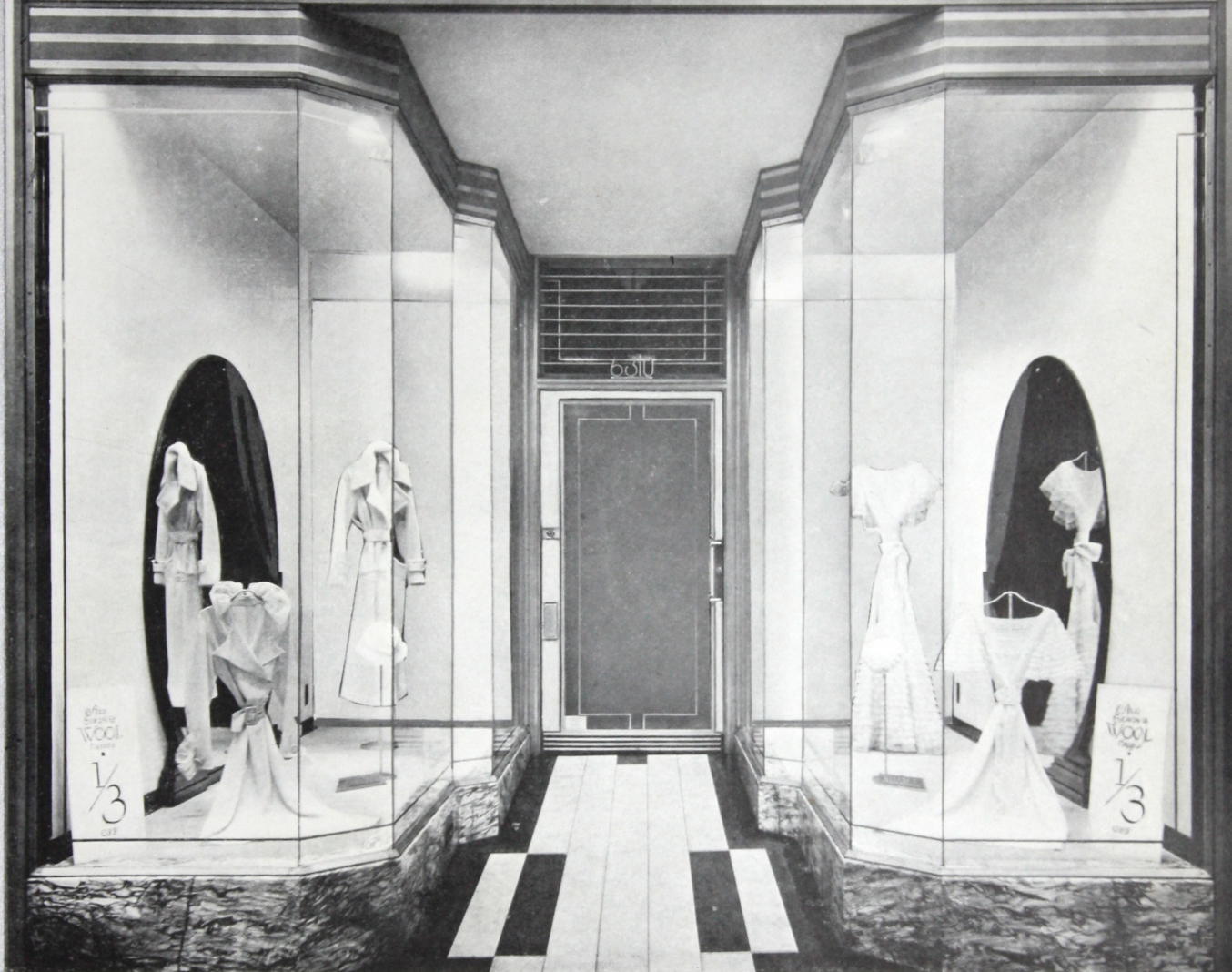
This design with very little modification is easily adapted for many types—jewelry, stationery, barber or cigar shops. Unusual metal door design and louvered transom, and sign space treatment.

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HELENE'S



ZOURI STORE FRONTS

The alluring shops illustrated on Plates 8, 9 and 10 adjoin each other in one building; therefore the metal frame design is identical in all. The variance in layout and materials furnish the individual dignity and charm possessed by each.

Plate No. 8

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French Slipper Shoppe

CHAS. D. LINE



ZOURI
STORE FRONTS

The alluring shops illustrated on Plates 8, 9 and 10 adjoin each other in one building; therefore the metal frame design is identical in all. The variance in layout and materials furnish the individual dignity and charm possessed by each.

Plate No. 9

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Le Nardi

SMART ACCESSORIES



ZOURI

STORE FRONTS

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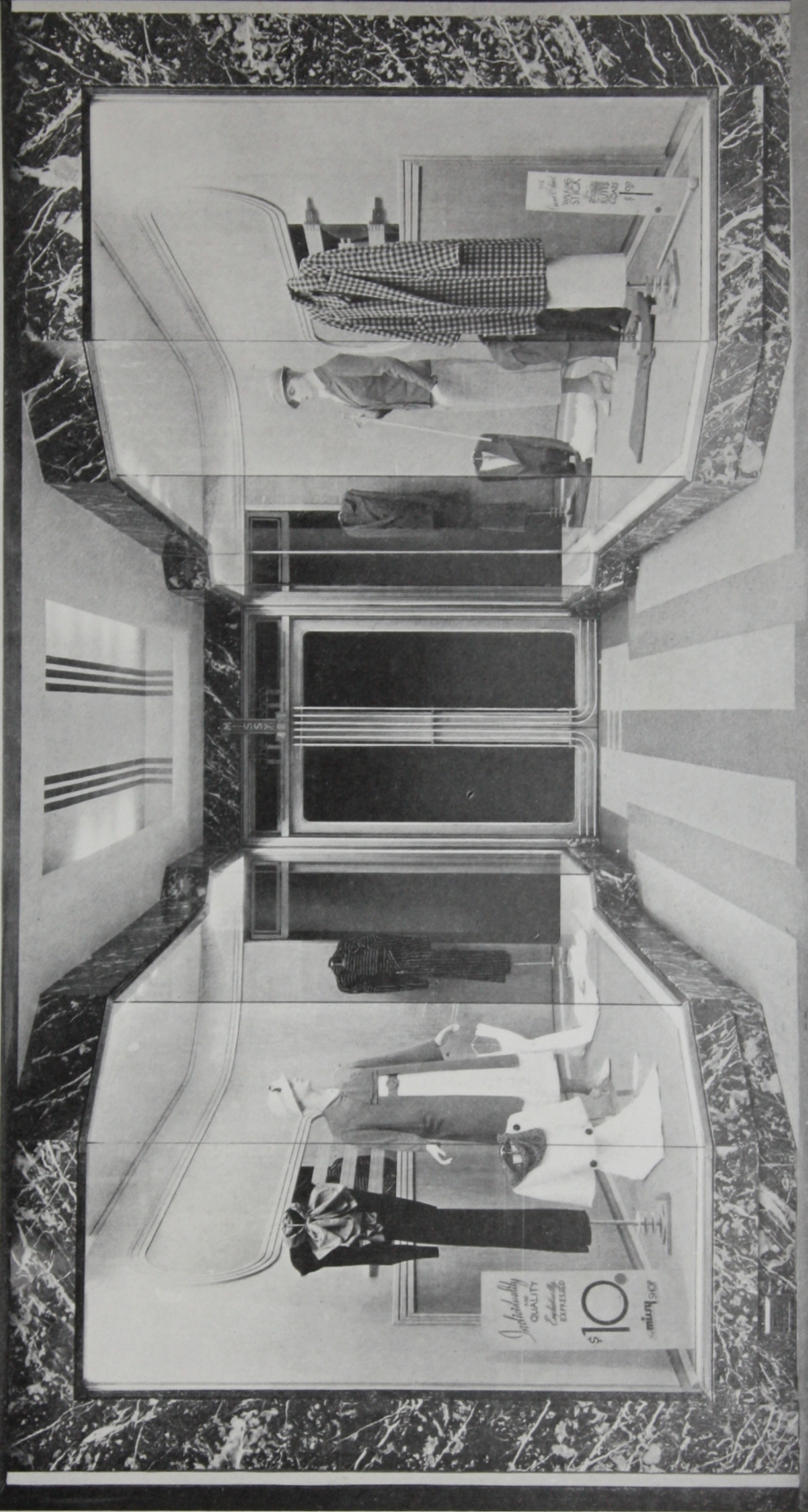
Plate No. 10

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THE MISSY SHOP



ZOURLI
STORE FROITS

Modernism, simplicity, and smartness combine to exemplify the character of this shop.

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An example of modern beauty
radiating patron appeal.

ZOURI STORE FRONTS



An arched entrance and ceiling that
are different

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Befitting its name, only metal doors and frames present this appearance.

ZOURE STORE FRONTS

Truly character revealing. Note the neat appearance of narrow style metal doors and frames.



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GRAYSON

BEAUTIFUL DRESSES



Decorative bars across upper portion of front plates add stability as well as beauty.

This layout presents a marvelous example of the unit display plan.

ZOURI

STORE FRONTS

Plate No. 14

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Designed to accommodate entrance and exit doors.



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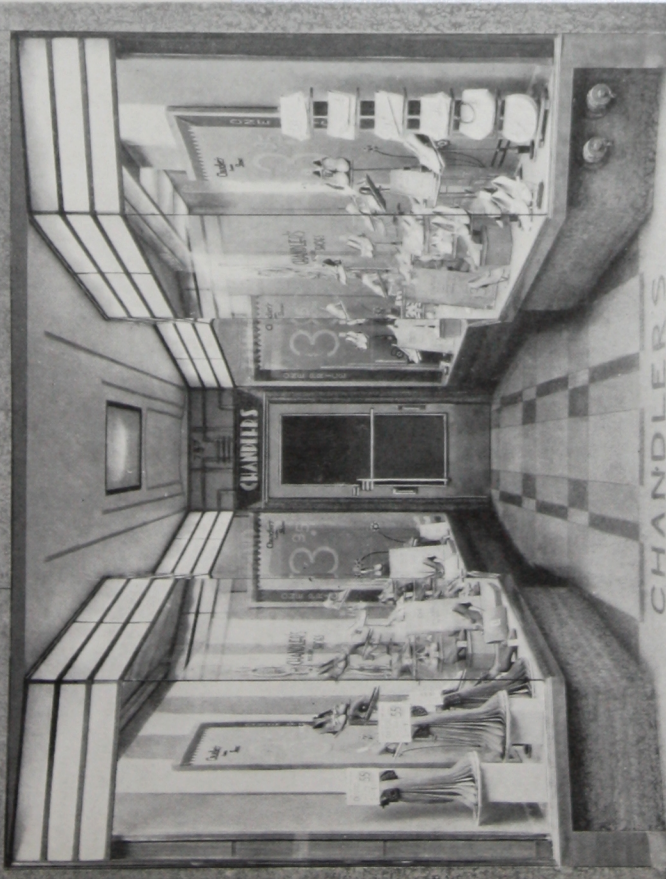


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CHANDLERS

exquisite SHOES

737



Exquisite merchandise assured behind an exquisite front.

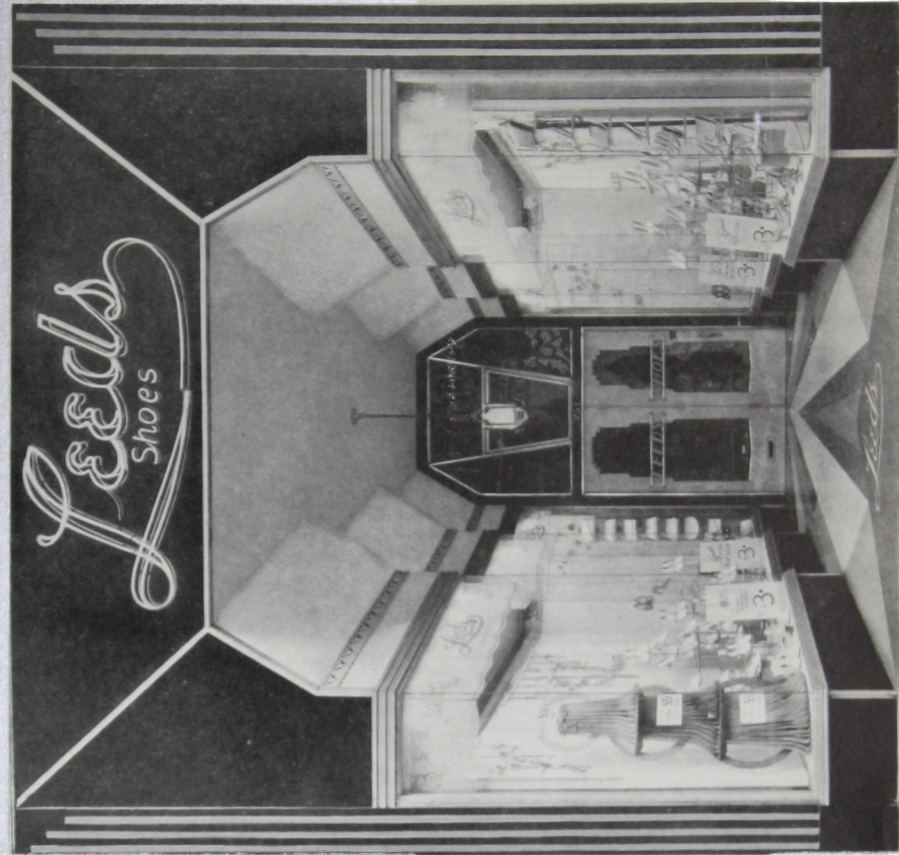
ZOURI

STORE FRONTS

Plate No. 15

Shallow show windows—wide vestibule and vaulted ceiling lend width and height to a narrow store.

Well proportioned for display.

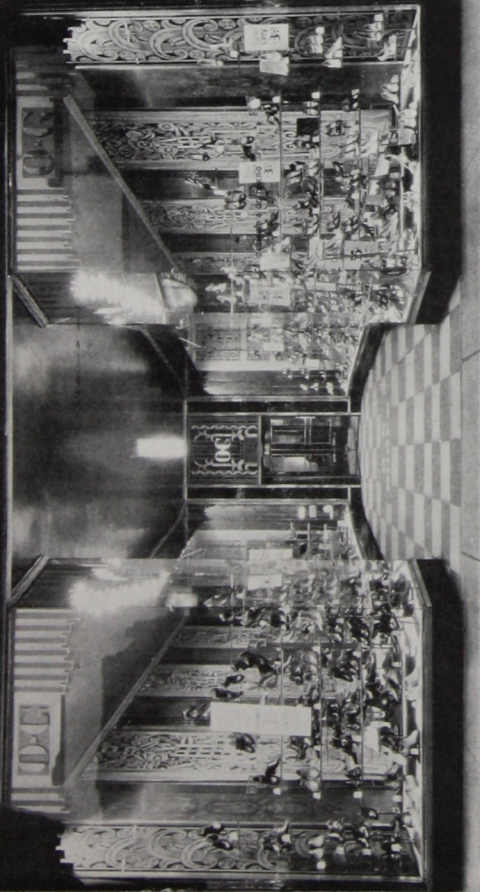


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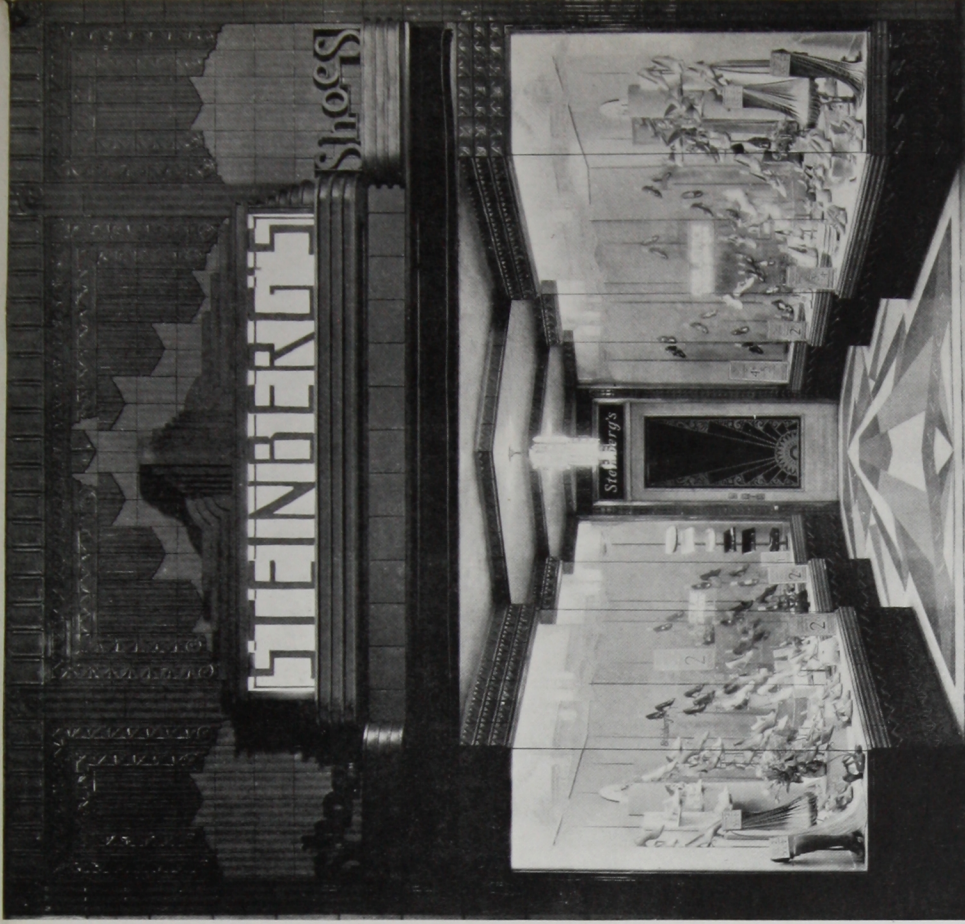
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O'CONNOR & GOLDBERG



Complete stock pictured in a frame of black glass and white metal.

ZOURI STORE FRONTS



Note the ultra-modern illuminating sign and awning bar.

The store front planned in this manner draws the shopper to the entrance door.

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Maximum show window display obtained in this pleasing and practical design.



A pleasing design incorporating regular stock constructions. Note the unique push-and-pull bar.

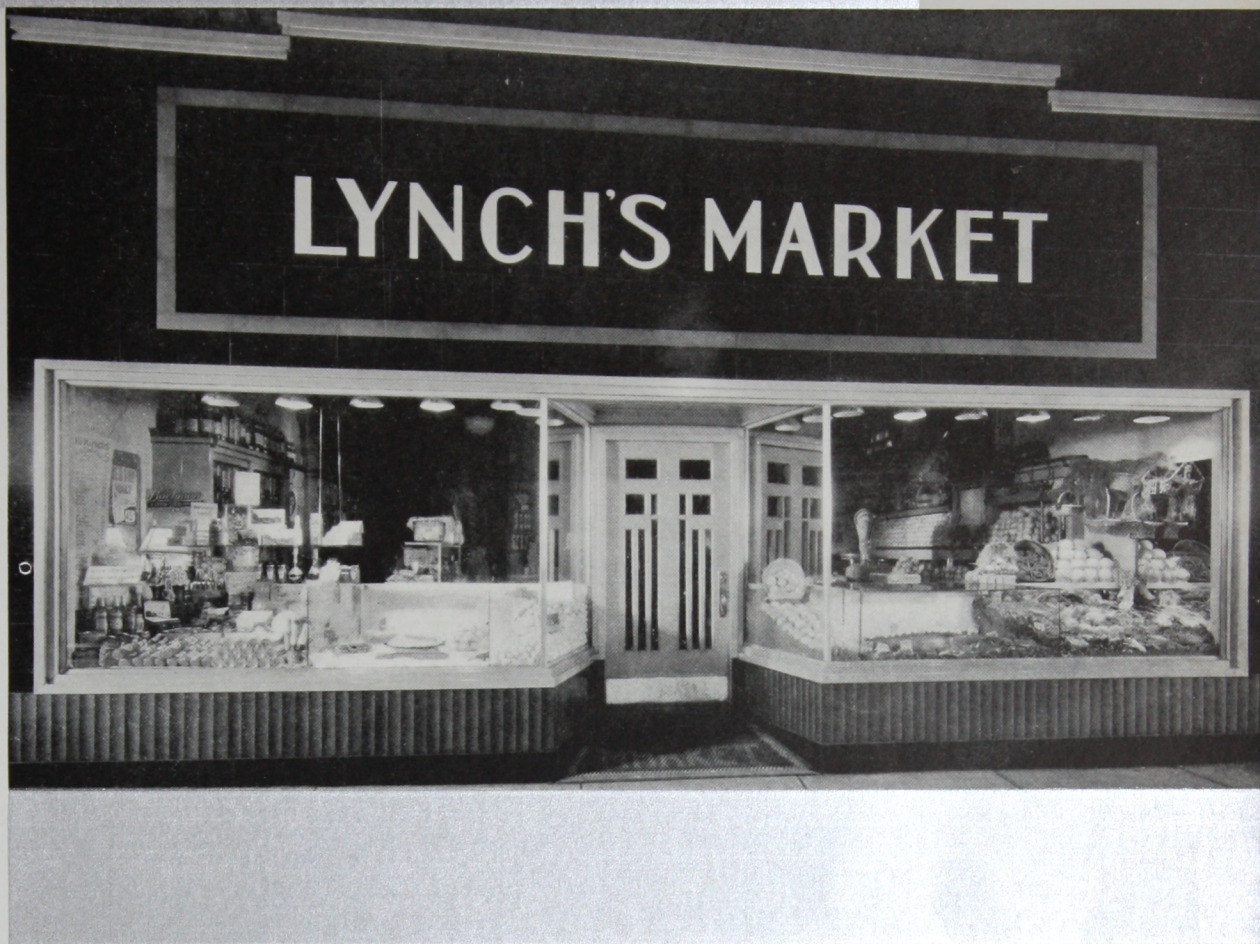


ZOURI
STORE FROITS

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Black structural glass and white metal frame suggests interior cleanliness.



ZOURI STORE FRONTS

Splendid example of store with entrance off center.

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Structural columns beautifully hidden.
Monotony of broad plain surface
broken by metal strips.



The small show windows in piers help
reduce distance from main show
windows to entrance.



Conventional layout enhanced by
modern materials and treatment.

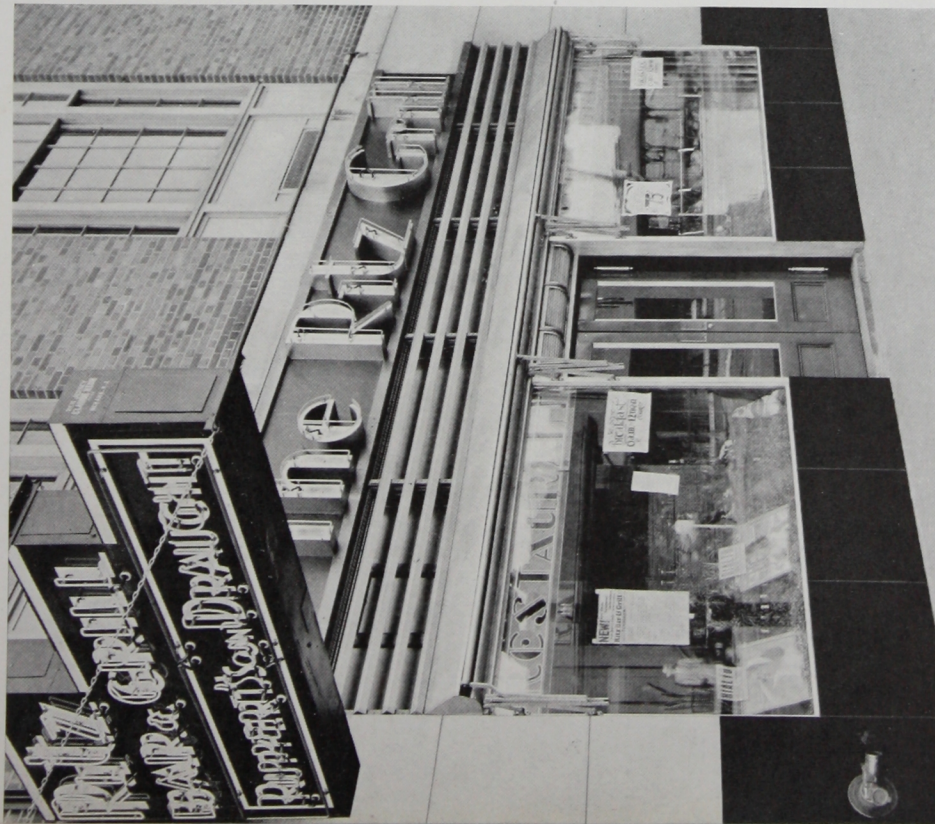
ZOURI
STORE FRONTS

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Tile roofed canopy, aluminum cornice, door and frame, and structural glass—all clean and cool, suggesting a cool, clean interior.



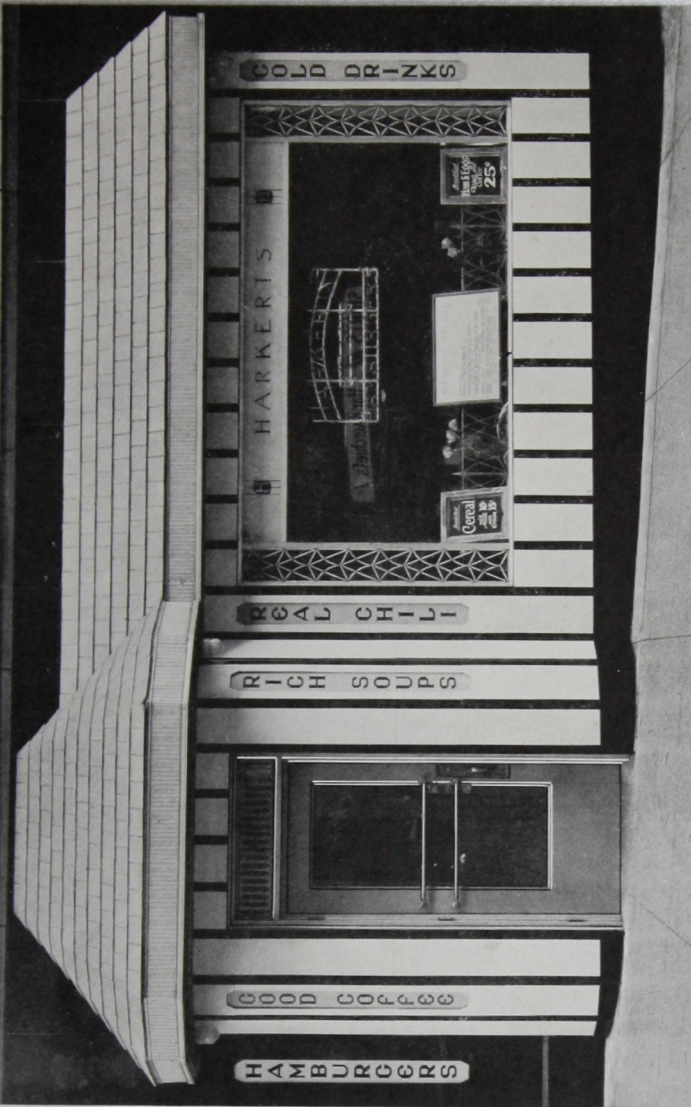
An awning box and mechanism which takes nothing from the beauty of this design.

Plate No. 20

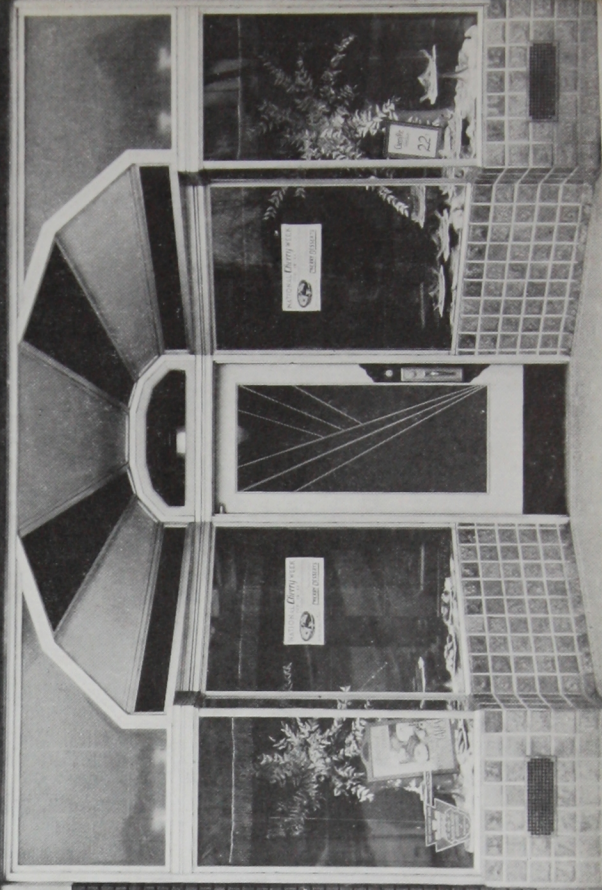
ZOULI STORE FRONTS

We'll designed for an attractive display and easy ingress.

HARKERT'S HOLSUM HAMBURGERS



POTOMAC BAKERY



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A beautiful transformation with simplicity and dignity the forethought. White metal frames of stock patterns, including recessed awning box with a field of shining black structural glass.



ZOURI

STORE FRONTS

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It is not always necessary to make a complete change in the front to improve its customer attractiveness. The removal of the step alone brings the entrance door nearer the shopper.

Plate No. 22

ZOURI
STORE FRONTS

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ZOURI

